# OPENX LAUNCHES BIDS ON SNOWFLAKE DATA MARKETPLACE TO STREAMLINE ACCESS TO LOG-LEVEL DATA

**DIGITAL ADVERTISING**

**OpenX.**

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|---|---|
| **COMPANY** | OpenX |
| **LOCATION** | Pasadena, California |

## SNOWFLAKE WORKLOADS USED

DATA ENGINEERING · DATA LAKE · DATA WAREHOUSE · DATA SCIENCE · DATA APPLICATIONS · DATA SHARING

OpenX is a pioneer in programmatic advertising, operating one of the industry's largest omnichannel exchanges across the open web. OpenX's ad exchange connects more than 120,000 advertisers and 130,000+ active publisher domains across desktop, mobile, and connected TV (CTV) apps to reach nearly 1 billion consumers globally. To provide visibility into advertisers' programmatic media buys across the company's wide publisher footprint, OpenX ingests large amounts of bid transaction data.

## STORY HIGHLIGHTS:

**Snowflake Data Marketplace**
Launching OpenX's log-level data product, Bidding Intelligence Data Set (BIDS), on Snowflake Data Marketplace provides advertising partners with granular, near real-time visibility into their programmatic media buys.

**Multi-cluster shared data architecture and affordable cloud rates**
Snowflake's multi-cluster shared data architecture and affordable cloud rates provide OpenX's partners with a better experience at a lower cost.

**Extensive network of connectors, drivers, programming languages, and utilities**
Snowflake makes it easy for OpenX's partners to connect their BI tools and convert raw data into meaningful insights.

## CHALLENGE:

**Providing log-level data to advertisers at scale**
OpenX's advertising partners began requesting granular, log-level data to understand campaign performance and support their data science and analytics use cases. Producing and sharing log-level data was complex, time-consuming, and costly for OpenX. Spreadsheets containing millions of rows of data were not easily queryable and lacked near real-time insights, which impacted the value to advertisers.

Assessing advertisers' log-level data requirements involved lengthy, open-ended conversations about needs and capabilities. Maintaining separate delivery schedules and data file formats was operationally burdensome and diverted technical resources from developing scalable processes.

As part of a larger cloud migration initiative, OpenX began evaluating innovative approaches for sharing log-level data. "We wanted to be faster, smarter, and run a leaner platform," OpenX's VP, Buyer Development, Joseph Leichman, said.

> **Powering log-level data with Snowflake represents an incredible savings to our clients in terms of data storage, staff resource hours, and compute cost."**
>
> **—JOSEPH LEICHMAN,** VP, Buyer Development, OpenX

## 120,000+
**Number of OpenX's advertising partners**

## 230 billion
**Ad requests a day**

## SOLUTION:

**A platform for productizing log-level data**

Realizing the need for a modern data environment, OpenX turned to Snowflake.

Snowflake Data Marketplace offered a convenient solution for launching BIDS, OpenX's log-level data product. Accessing BIDS data via Snowflake Data Marketplace provided partners with granular, near real-time advertising data and reduced their reliance on spreadsheets and developers. Standardizing BIDS to include 40 data fields simplified OpenX's process for supporting log-level data requests. According to Leichman, "We needed a scalable, automated, and productized way to deliver data—and now we have it."

Snowflake's multi-cluster shared data architecture and affordable cloud rates provided OpenX's partners with a better experience at a lower cost. "Powering log-level data with Snowflake represents an incredible savings to our clients in terms of data storage, staff resource hours, and compute cost," Leichman said.

Snowflake's extensive network of connectors, drivers, programming languages, and utilities made it easy for partners to connect their BI tools and convert raw data into meaningful insights.

> **With BIDS and Snowflake, we're augmenting classic metrics with granular insights that enable buyers to audit and optimize their activity and, ultimately, drive superior results."**
>
> —**JOSEPH LEICHMAN,** VP, Buyer Development, OpenX

## RESULTS:

**Continuously improving ROAS with log-level data**

Applying analytics to log-level data empowers advertisers to develop new strategies for increasing return on advertising spend (ROAS). Analyzing bid wins, bid losses, and loss reasons provides supply chain visibility and supports ongoing campaign optimization efforts. Monitoring performance by publisher, device, and channel makes it easier to identify top sources of supply. According to Leichman, "With BIDS and Snowflake, we're augmenting classic metrics with granular insights that enable buyers to audit and optimize their activity and, ultimately, drive superior results."

> **Snowflake makes data sharing and management easier, faster, and more cost efficient—for both OpenX and our partners."**
>
> —**JOSEPH LEICHMAN,** VP, Buyer Development, OpenX

**Accelerating data science by joining data in Snowflake**

Combining near real-time BIDS data with other data sets in Snowflake accelerates data science for OpenX's advertising partners. "Snowflake makes it easy to join data sets, which allows our partners to become much more sophisticated in their data science," Leichman said.

**Keeping pace with the growing demand for data**

Productizing log-level data via BIDS and Snowflake Data Marketplace puts OpenX in a better position to support partners' data needs. According to Leichman, "Now we can service virtually 100% of the requests that come in for log-level data."

Providing a standardized data product with public-facing documentation frees up OpenX's technical staff to focus on higher-impact work and leads to healthier conversations with partners. "We're able to provide clarity about the product, even before partners start using it," Leichman said.

### ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. **snowflake.com**

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